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## FACSIMILE COVER SHEET

**DATE:** July 20, 2007

**TO:** Examiner VEILLARD, Jacques **FAX NO.:** 571-273-8300  
USPTO GPAU 2165

**FROM:** Jeffrey G. Toler  
Reg. No.: 38,342

**RE U.S. App. No.:** 10/806,047, filed March 22, 2004

**Applicant(s):** Neil Cobb, et al.

**Atty Dkt No.:** 1033-MS1020

**Title:** RHETORICAL CONTENT MANAGEMENT WITH TONE AND  
AUDIENCE PROFILES

**NO. OF PAGES (including Cover Sheet):** 7

### MESSAGE:

Attached please find:

- ☒ Transmittal Form (1 pg)
- ☒ Response to Non-Final Office Action (5 pgs)

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JUL 20 2007


PTO/SB/21 (04-07)

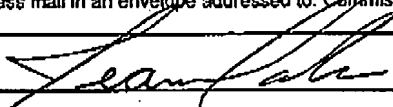
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|   |                      |                        |             |
|---|----------------------|------------------------|-------------|
| <b>TRANSMITTAL FORM</b><br><br>(to be used for all correspondence after initial filing) | Application Number   | 10/806,047             |             |
|   | Filing Date          | March 22, 2004         |             |
|   | First Named Inventor | Neil Cobb, et al.      |             |
|   | Art Unit             | 2165                   |             |
|   | Examiner Name        | VEILLARD, Jacques      |             |
| Total Number of Pages in This Submission  | 7                    | Attorney Docket Number | 1033-MS1020 |

| ENCLOSURES (Check all that apply)  |  |  |
|--|--|--|
| <input type="checkbox"/> Fee Transmittal Form<br><input type="checkbox"/> Fee Attached<br><input checked="" type="checkbox"/> Amendment/Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><input type="checkbox"/> Extension of Time Request<br><input type="checkbox"/> Express Abandonment Request<br><input type="checkbox"/> Information Disclosure Statement<br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><input type="checkbox"/> Reply to Missing Parts/Incomplete Application<br><input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation<br><input type="checkbox"/> Change of Correspondence Address<br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><input type="checkbox"/> CD, Number of CD(s) _____<br><input type="checkbox"/> Landscape Table on CD | <input type="checkbox"/> After Allowance Communication to TC<br><input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences<br><input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)<br><input type="checkbox"/> Proprietary Information<br><input type="checkbox"/> Status Letter<br><input type="checkbox"/> Other Enclosure(s) (please identify below): |
| Remarks<br>Customer No.: 60533   |  |  |

| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT |   |          |        |
|--|---|----------|--------|
| Firm Name                                  | Toler Schaffer LLP  |          |        |
| Signature                                  |  |          |        |
| Printed name                               | Jeffrey G. Toler  |          |        |
| Date                                       | 7-19-2007   | Reg. No. | 38,342 |

| CERTIFICATE OF TRANSMISSION/MAILING   |   |         |
|---|---|---------|
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| Signature   |  |         |
| Typed or printed name   | Jeaneaux Jordan   | Date    |
|   |   | 7-20-07 |

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NO. 113 P. 3

Attorney Docket No.: 1033-MS1020

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Neil Cobb, et al.

Title: RHETORICAL CONTENT MANAGEMENT WITH TONE AND  
AUDIENCE PROFILES

App. No.: 10/806,047 Filed: March 22, 2004

Examiner: VEILLARD, Jacques Group Art Unit: 2165

Customer No.: 60533 Confirmation No.: 1540

Atty. Dkt. No.: 1033-MS1020

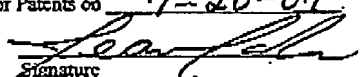
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MS: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO NON-FINAL OFFICE ACTION**

Dear Sir:

In response to the Non-Final Office Action mailed April 30, 2007, please reconsider the above-identified application in light of the following remarks:

|  |  |
|--|--|
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| <u>Jeaneaux Jordan</u>   |  |
| Typed or Printed Name  | Signature  |